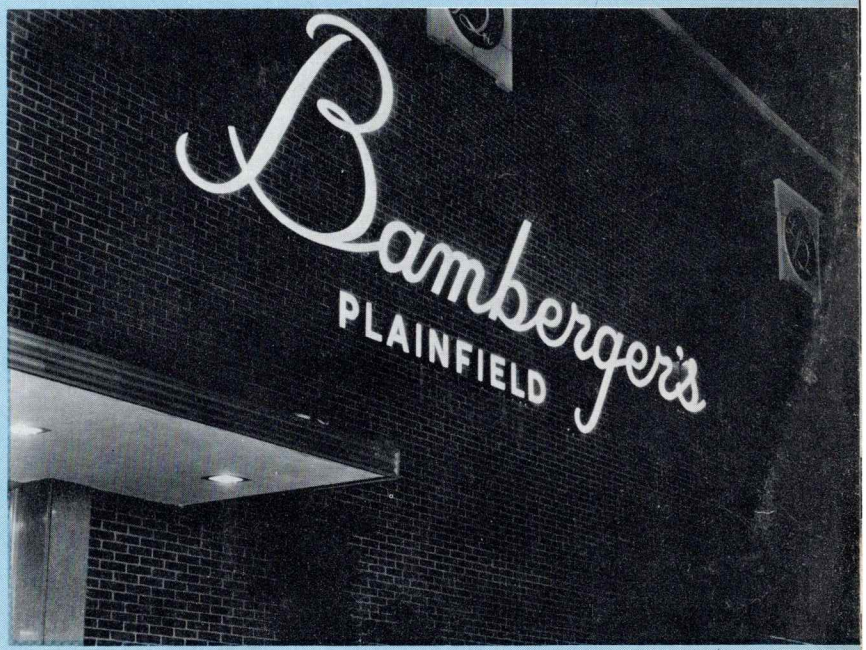
PLEXIGLAS SIGNS

for **DEPARTMENT STORES**



BEST in appearance
DAY **AND** NIGHT

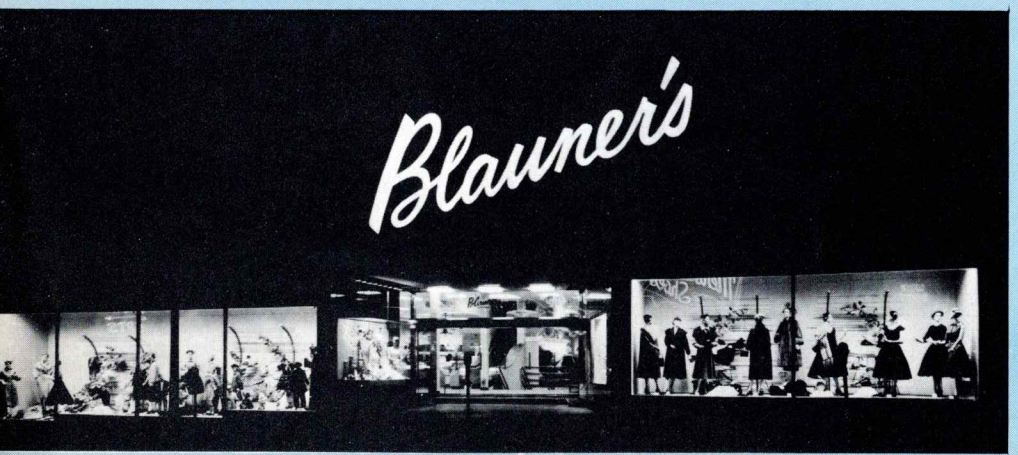
PL-209

Signs of PLEXIGLAS

Fabricated script letters with red faces and returns. Capital letters are 13 feet high.

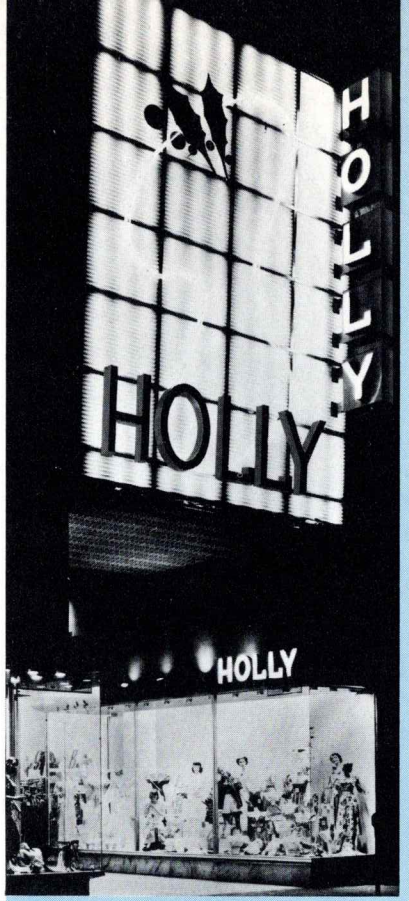
Excellent daytime legibility is provided by white translucent faces. Returns are white porcelain metal. Capital letter is 10 ft. high.

Internal lighting is diffused evenly and brightly across translucent faces of broad-stroke letters.



This folder shows some of the ways signs and letters of PLEXIGLAS

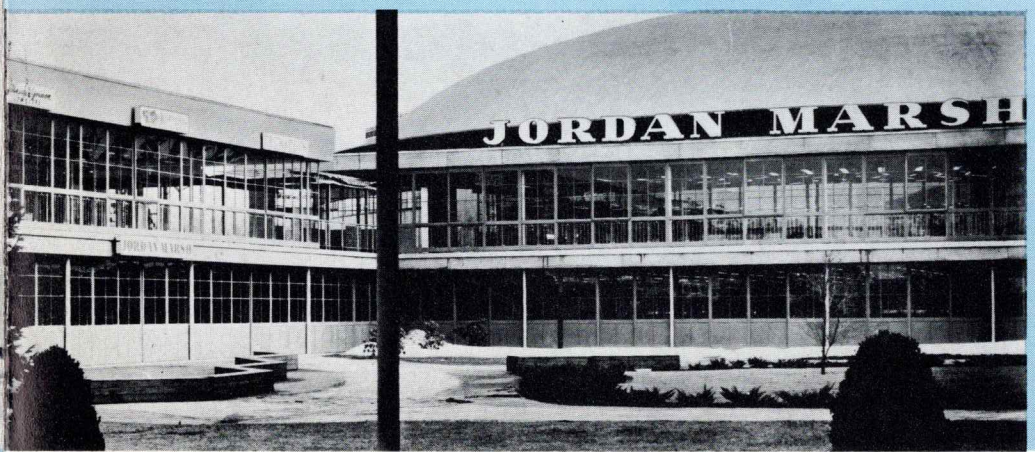
- **Have clean, colorful appearance by day.**
- **Are completely luminous at night.**
- **Have long-distance visibility and legibility, day and night.**
- **Can be made in many shapes and colors.**
- **Have time-proved resistance to breakage and weather.**
- **Can be designed to reproduce signatures, trademarks and emblems.**
- **Protect lighting sources from dirt and damage.**



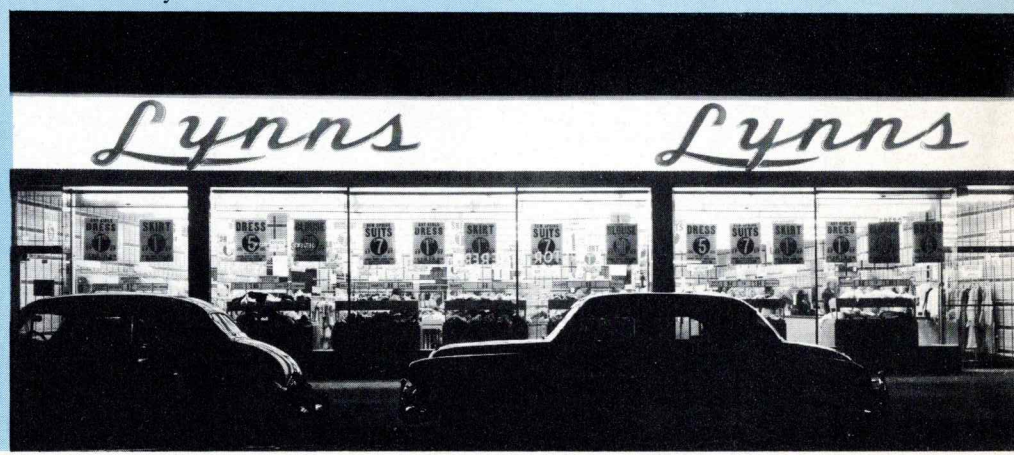
Translucent facade, 20 by 25 feet, of corrugated panels back-lighted by vertical rows of neon. Holly symbol cut from translucent green and red Plexiglas.

Projecting sign, 48 feet high. Three-dimensional fabricated white translucent letters are mounted on both sides, against dark metal faces.

Free-standing white letters, back-lighted by blue neon for night time color change, at large shopping center.



Formed red signature letters mounted against luminous facade of back-lighted corrugated white panels. Sign measures 5 by 61 feet.

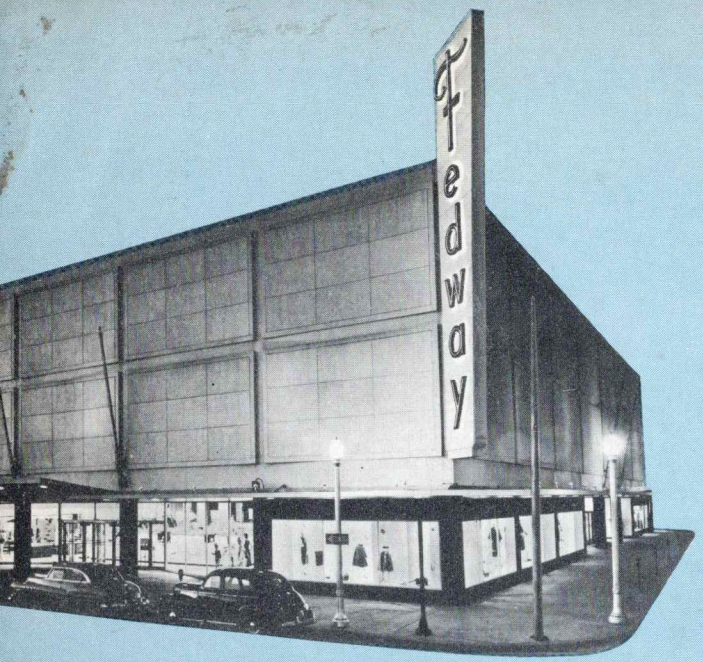


are used to tell customers, "HERE IS A GOOD PLACE TO SHOP".

PLEXIGLAS SIGNS

attract customers

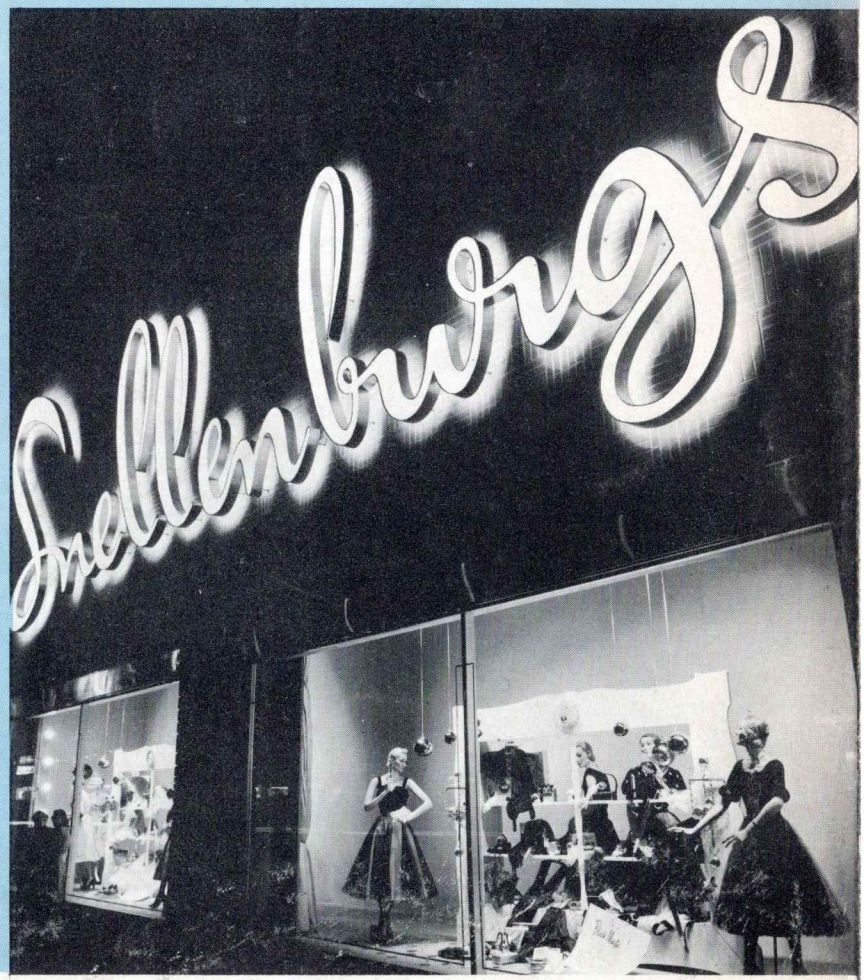
by means of large areas of color and light. They provide high visual impact and excellent legibility without annoying or unesthetic glare. With Plexiglas acrylic plastic, the appearance of a sign can be in harmony with the general architecture of downtown stores and suburban locations.



Black fabricated letters with translucent white inset strips. Internal lighting illuminates inset strips and throws halo outline on background.

Flat white translucent faces on metal script returns, mounted away from wall for halo outline from internal lighting.

Formed faces on metal channel letters, internally lighted. Letters are 48″ high, have 11″ strokes.



PLEXIGLAS is a trademark Reg. U.S. Pat. Off. and other principal countries in the Western Hemisphere.

ROHM & HAAS COMPANY, Washington Square, Philadelphia 5, Pennsylvania

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